



**Alberta
Cattle
Commission**

Call Us At
(403) 275-4400

GRASS ROUTES



The Alberta cattle producer newsletter.

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Alberta Athlete
Postcard
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CCA & CANFAX

Did you know?

Quebec is the single largest market for Alberta beef. According to Alberta Agriculture, Alberta sent 134,675 tonnes, approximately 30 per cent of our production, to Quebec in 1993. That is equivalent to 447,656 head.



Producers chart course for 1995

Ben Thorlakson elected as Alberta Cattle Commission Chairman

Ben Thorlakson of Airdrie (outside left photo) and Larry Helland of Lomond became Alberta Cattle Commission (ACC) chairman and vice-chairman respectively at the twentieth annual general meeting (AGM) in Calgary.

Larry Sears of Stavely becomes past chairman and Karl Schneider of Mannville rounds out the executive as the new finance chairman.

The 1995 ACC board of directors was also selected at the AGM. One-third are first time board members. Some of the major policy decisions were:

- Delegates voted to lobby the provincial government to ensure the proposed **Water Conservation and Management Act** is fair to agricultural producers.
- Delegates sent a strong message that producers support policies which eliminate government **safety net programs** in the

cattle industry but recognized that the industry, should stay involved in the safety net discussions to avoid adverse impacts.

- Delegates voted to increase **market development funding** and to strengthen beef marketing.
- Delegates vigorously opposed the federal government's proposal for **mandatory registration of sporting firearms**.
- Delegates also agreed to contribute \$20,000 to help the Alberta Foundation for Animal Care deal with **animal welfare issues**.

Other AGM highlights included Bill Lee of Camp Creek being recognized as the **1994/95 Environmental Stewardship Award** winner (see page 9). Minutes of the AGM are available from the ACC office in Calgary, (403) 275-4400.

ACC celebrating 25th anniversary

The Alberta Cattle Commission (ACC) is proud to be celebrating its 25th anniversary in 1995. The ACC began operations in 1970 and evolved from being an appointed body to a fully elected and independent organization funded by cattle producers.

As the challenges facing the industry

have grown and evolved so has the ACC. The ACC will continue to work for a political and economic environment that will allow Alberta cattle producers to prosper.

The next 25 years promise to bring even greater risks and opportunities for the industry. With strong producer leadership, the ACC will be there to help smooth the way.

Strength from the ground up.

Rural Crime Watch provincial workshop

Alberta's Rural Crime Watch associations are holding their 14th annual provincial workshop February 3-4 in Vermilion. The program will feature entertainment and informative speakers on topics such as farm insurance, club motivation, drugs in your community, as well as cattle and beef specialists. For more information or to register contact your local Rural Crime Watch Association.



Postcard promotion tries new approach

Thanks to all the cattle producers who helped out with the Alberta athlete postcard promotion.

For those of you who missed it, the Alberta Cattle Commission (ACC) gave cattle producers a chance to communicate directly with consumers by sending pre-addressed postcards with a positive beef message to potential customers in Edmonton and Calgary.

Three pre-addressed postcards featuring an Alberta rancher and two Alberta world-class athletes were sent to 25,000 cattle producers to personally sign and mail.

An estimated 25,000 households in Calgary and Edmonton (households considered high potential beef consumers) received the Alberta beef message. While specific research is not available to track the success of this campaign, consumer research tells us that a short, easy-to-read and understand, personalized message is an extremely effective method of promotion. We have received a number of comments from consumers regarding the message and uniqueness of the campaign.

Media pick-up (coverage in the print, radio and televi-

sion media) has been extensive. This "free" media coverage accounted for greater value than ACC's cost for the entire program.

Along with the postcards was a response card for producers to fill out and send back to the ACC. To date, the ACC has received approximately 750 response cards back from producers. Responses have been very positive with the breakdown as follows: 67 per cent positive, 15 per cent neutral, 18 per cent negative.

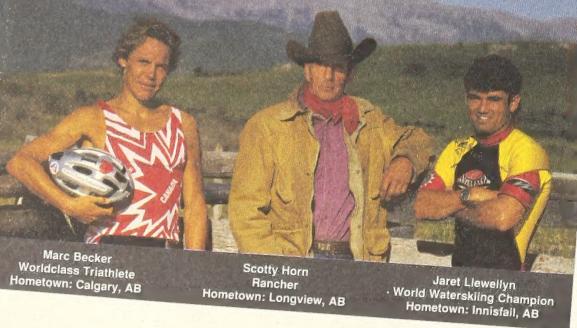
Some common themes in the response cards were:

- *Why wasn't a woman athlete or rancher used?* Good point - in the future we will try to make our promotions more gender neutral. In this case, these particular athletes approached the ACC with their beef stories. The athletes are apparently delighted with the outcome of the campaign.
- *Why do the Edmonton addresses have quadrants, e.g. NW, SE?* Although they are not commonly used, Canada Post does recognize and encourage quadrant designations for large mailings to Edmonton.
- *Why didn't you include a beef recipe on the postcard?* Good suggestion - if the ACC does another postcard promotion we'll be sure to include a recipe.

The postcard promotion provided another valuable service. Many producers took the time to comment and provide suggestions that would further enhance the promotional efforts of both the ACC and the national Beef Information Centre. Many of you had specific questions or comments and asked to be contacted. Your elected delegates will try to reach you in the near future.

Extra pre-addressed and blank cards are still available. If you would like some more just call the ACC at (403) 275-4400 and we'll send them right out.

The Boys Come Home for Beef.



ANNUAL GENERAL MEETING RESOLUTIONS

The following resolutions were generated at 44 country meetings held throughout the province during late October and early November.

A resolutions committee comprised of Alberta Cattle Commission (ACC) delegates representing each of the nine zones then organized the resolutions for the ACC's annual meeting held at the beginning of December. Each resolution was presented at the annual meeting, where it was thor-

oughly debated and voted on by the 90 ACC delegates.

The carried resolutions are printed below. Limited space prevents us from printing the defeated and redundant resolutions. A complete list of resolutions is available from the ACC office. If you want further information about any one of the following resolutions, please contact your local ACC delegate (see list on pages 5-8).

EXECUTIVE

1. "Be it resolved that the executive committee examine ways to limit surpluses in the ACC and the Canadian Cattlemen's Association."
2. "Be it resolved that the ACC committee structure be reviewed."
3. "Be it resolved that the delegate body remain at 10 delegates per zone in nine zones."
4. "Be it resolved that the ACC refuse to pay any of the costs of Marketing Council operations and that the ACC lobby the provincial government to reduce Marketing Council's involvement in commissions."
5. "Be it resolved that Larry Sears be given a vote of thanks and appreciation for his performance as chairman."

PRODUCER LIAISON

1. "Be it resolved that in recognition of the ACC's grassroots philosophy, the profile of the local delegate body must be promoted."
2. "Be it resolved that an effort be made to involve producers in delegate zone meetings."
3. "Be it resolved that the Beef Information Centre's current annual financial statement be included in the ACC fall financial reports."
4. "Be it resolved that the Grass Routes newsletter have technical information and more information on committee functions in point form."
5. "Be it resolved that the ACC

compile and maintain an accurate producer mailing list."

TABLED

6. "Be it resolved that the livestock investigator contact all rural RCMP detachments and brand inspectors in order to communicate re: current issues and update information re: cattle theft."
7. "Be it resolved that delegate attendance at zone and committee meetings shall be provided at local zone meetings."

PUBLIC AFFAIRS

1. "Be it resolved that the ACC delegates canvass their zones to determine the number of cattle missing and unaccounted."
2. "Be it resolved that the ACC give the Alberta Foundation for Animal Care the sum of \$20,000 in January 1995."

MARKET DEVELOPMENT

1. "Be it resolved that the ACC increase funding to the Canada Beef Export Federation in proportion to export sales."
2. "Be it resolved that the ACC allocate more money to export market development from existing reserves."
3. "Be it resolved that the ACC consider contracting a product support person whose job would be to travel our province promoting beef in the restaurants and retail stores."
4. "Be it resolved that market development ask for support from the technical committee to do a one year study on a beef product support program within our Alberta industry."

CANADIAN CATTLEMEN'S ASSOCIATION

1. "Be it resolved that the ACC lobby the Canadian Cattlemen's Association to continue to be involved with the federal and provincial governments in the evolving discussion of a whole farm safety net concept and whatever rules are developed to ensure they are fair and equitable for all producers."
2. "Be it resolved that the ACC support policies which eliminate government safety net programs in the cattle industry."
3. "Be it resolved that the NTS opt-out and industry development funds be accounted for at the producer meetings."
4. "Be it resolved that the ACC lobby to maintain the proposed tariff rate quota as an effective replacement for our meat import law under the new GATT."

5. "Be it resolved that the ACC explore the national check-off concept and in doing so safeguard the interest of Alberta producers."
6. "Be it resolved that the ACC recommend the Canadian Cattlemen's Association investigate the ownership of information coming from individual animal electronic identification tags."

TECHNICAL

1. "Be it resolved that the ACC technical committee investigate plastic packaging of foods."
2. "Be it resolved that the ACC technical committee continue to support the pocket gopher research project."

ANNUAL GENERAL MEETING RESOLUTIONS

3. "Be it resolved that since no effective control of gophers has been developed since the removal of strichnine that it be reinstated for gopher control."
4. "Be it resolved that the ACC consider research funds to the continuation of the Shell Caroline livestock monitoring program."
5. "Be it resolved that future forage research projects submitted to the research committee should also be submitted to the Alberta Forage Council which will rank them."
6. "Be it resolved that the ACC promote electronic identification as an alternative not a replacement for hot iron branding."
7. "Be it resolved that the ACC technical committee be proactive and solicit research proposals to suit industry needs."

PROMOTION

1. "Be it resolved that the Alberta promotion committee refocus and set out a more closely defined marketing strategy."
2. "Be it resolved that increased emphasis be put on beef promotion in the urban market and this promotion be of an educational nature."
3. "Be it resolved that the ACC consider direct funding to a radio promotion project to reach Alberta consumers."
4. "Be it resolved that the ACC delegate body review the policy that covers the amount of check-off dollars spent on national promotion and clarify the amount spent on promotion so that Alberta producers know the exact amount spent."
5. "Be it resolved that the ACC Alberta promotion budget be increased from five cents to six cents per head."
6. "Be it resolved that the ACC Board consider significant funding from the producer equity surplus for seed money for new

product development to be administered by the Beef Information Centre."

NATIONAL AFFAIRS

1. "Be it resolved that the ACC vigorously oppose any mandatory registration of any sporting firearms in any new federal gun legislation."
2. "Be it resolved that the ACC inform and lobby government on the fact that the current firearm legislation has a negative effect on predator control."
3. "Be it resolved that the ACC lobby the federal government to implement the two year risk management pilot project immediately."

PROVINCIAL AFFAIRS

1. "Be it resolved that the ACC lobby the Alberta government regarding cattle producers' concerns with the proposed new water conservation and management act."
2. "Be it resolved that the ACC seek input from producers on all major issues (e.g. WGTA, water resources act, etc.)."
3. "Be it resolved that the ACC initiate discussion with Alberta transportation and tourism to enhance the care and safety of cattle being trailed along provincial highways."
4. "Be it resolved that the ACC lobby the Alberta ministers of municipal affairs and agriculture to protect the province's agricultural base from fragmentation, particularly along the east slope, by providing strong direction to regional planning commissions and municipal and improvement districts through the planning act."

5. "Be it resolved that the ACC support current policies that protect natural areas, rendering initiatives like Special Places 2000 unnecessary."
6. "Be it resolved that the ACC lobby and counteract any policies

coming on stream in regard to additional taxes that would be based on cattle inventory."

7. "Be it resolved that the ACC lobby the Alberta government to alleviate any adverse effects that lumber operations have on grazing leases."
8. "Be it resolved that the ACC encourage the planning act review committee to incorporate within the act the words 'that land be treated as a resource not a commodity'."
9. "Be it resolved that the ACC lobby the Alberta government that all positively identified trichomoniasis infected bovine bulls be mandated for slaughter."
10. "Be it resolved that the ACC pressure the Alberta government to review its policy of direct cooperation with and subsidization of self-serving American wildlife organizations, specifically Ducks Unlimited."
11. "Be it resolved that Ducks Unlimited be required to contact, and reach agreement with, landowners before being allowed to initiate a project."
12. "Be it resolved that our potentially valuable low lands, which are prolific producers of hay and pasture, be saved from take-over by other interests."

FINANCE & BUDGET

1. "Be it resolved that all cattle sales be subject to the current check-off."
2. "Be it resolved that the ACC budget maintain an \$800,000 reserve as is current policy."
3. "Be it resolved that the budget for the 1995/96 fiscal year be approved as presented."

MISCELLANEOUS

1. "Be it resolved that an ACC name change to 'Alberta Beef Producers' be presented to producers at the fall producer meetings, for their approval."

GUIDE TO MANAGING BOVINE TRICHOMONIASIS

Presented by the
Alberta Veterinary Medical Association



to excellence in Animal Health

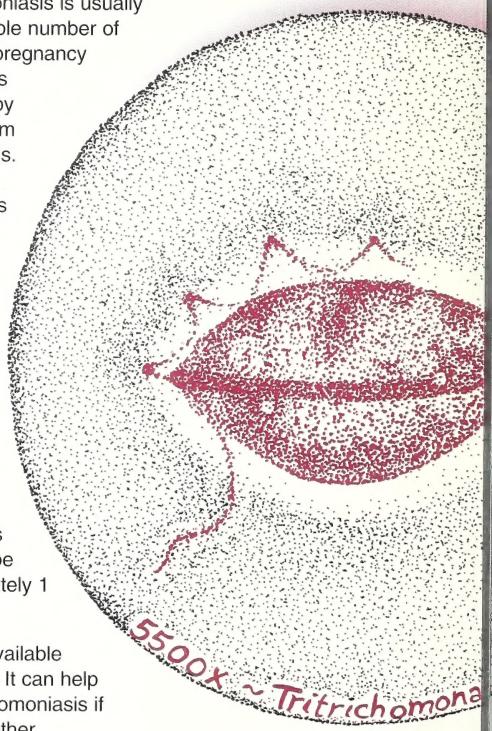
Most cows will develop natural immunity, conceive and carry a calf to term after 3 to 5 heat cycles following embryonic loss. This immunity is short lived and the cows may become re-infected with *Tritrichomonas foetus* in the next breeding season. A small percentage of cows can carry the organism throughout gestation and for up to 9 weeks post-partum. These 'carrier cows' represent a potential problem when instituting various control programs.

The diagnosis of trichomoniasis is usually made after an unacceptable number of cows are found open by pregnancy examination. Veterinarians diagnose trichomoniasis by culturing the organism from the sheath of infected bulls. Bulls should be sexually rested for at least 2 weeks before attempting to culture them.

Unfortunately, the culturing technique to identify infected bulls is not 100% accurate. Approximately 15% of infected bulls will be missed if only one attempt to culture the organism is made. To decrease the chance of missing infected bulls, it is recommended that bulls be tested 3 times, approximately 1 week apart.

There is now a vaccine available through your veterinarian. It can help control the spread of trichomoniasis if used in conjunction with other

recommended control measures be emphasized that vaccination should not be considered sufficient in controlling this disease. In addition to vaccination, there are 2 useful principles to help in the management and control of trichomoniasis:



- 1) Use only clean (non-infected)
- 2) Ensure these bulls are not ex-infected (carrier) cows.

Once trichomoniasis has been in a herd, producers are encourag

Consult your Veterinarian on Bovine Trichomoniasis

all bulls 3 times and cull the positive ones.

Where trichomoniasis is a distinct possibility in a group of cows, the breeding season should be kept short. This will make it easier to spot the cows that have lost a pregnancy and are recycling at pregnancy

examination. It is important to cull every open cow and heifer in order to eliminate potential carrier cows from the herd.

Managers of community pastures should be encouraged to only take cows with calves at foot into their breeding field. Cows that have calved successfully have a low probability of carrying the infection, and thus the bulls in that field are unlikely to be contaminated.

While trichomoniasis is a relatively old disease in North America, it is new to Western Canadian cattle producers. Don't underestimate it! This disease can reduce herd pregnancy rates to devastating levels. As a rule, those producers who control breeding season, consistently cull open and late calving cows, add few pregnant 'outside' cows to their herd, and keep their bull battery young, have a low risk of seeing this disease. The risks rise significantly, however, when cows from many farms are pastured and bred together.

The text of this information piece has been adapted from an original article written by Dr. John Campbell, a professor at the Western College of Veterinary Medicine.



AVOIDING AN EMERGING DISEASE

Bovine Trichomoniasis Information Sheet

During the summer of 1994, a number of herds in northeastern and southern Alberta were examined and found to be infected with *Tritrichomonas foetus*. The isolation of the parasite has been associated with an open cow rate of 11% - 84% in infected herds.

Trichomoniasis is a venereal disease of cattle which results in infertility by causing early embryonic death, abortion, and uterine infections (pyometra) in infected cows. The parasite, *Tritrichomonas foetus*, which causes the disease, lives within the reproductive tract of the bull and cow. Although the organism has been recognized as a cause of reproductive problems in North America since the late 1800's, a number of cow/calf producers in Western Canada have recently become aware of this insidious disease.

The parasite is spread from infected bulls to susceptible cows or from infected cows to susceptible bulls during breeding. In bulls, the parasite resides on the penis and in the prepuce (sheath). Trichomoniasis produces no signs of clinical disease in the bull and does not affect semen quality. Infected bulls are simply carriers of the organism. Cows infected with *Tritrichomonas foetus* during breeding will usually conceive and normally. The most common result of infection in the cow is early embryonic death. This fetal wastage often occurs during the first 60 days of gestation. Abortions can occur throughout pregnancy. Cows can harbor the parasite for a variable length of time after becoming infected and thus become a source of infection for susceptible bulls in the breeding



Comm

ALBERTA CATTLE COMMISSION DELEGATES

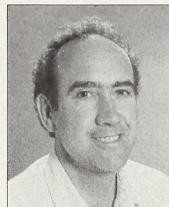
The ACC Board of Directors Are:

Zone Directors:
Arno Doerksen, zone one
Kim Hanson, zone two
Jim Turner, zone three
Tim Andrew, zone four
Dale Wilson, zone five
Arnold Hanson, zone six
Charlie Westra, zone seven
Karl Schneider, zone eight
Cec Jardine, zone nine

Directors at Large:
Blake Cherry, zone eight
Jim Feist, zone nine
Larry Helland, zone one
Pat Rutledge, zone four
Ben Thorlakson, zone three



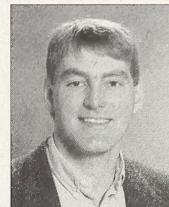
David Andrews
Brooks, 362-2219
national affairs committee



Harry Hargrave
Walsh, 937-2228
provincial affairs committee



Joan Hughson
Foremost, 867-2343
market development committee



Murray Jorgensen
Bassano, 378-4093
technical committee



Gerald Maser
Manyberries, 868-2423
promotion committee

ZONE 1:
Counties 2, 4, 8; M.D. 1, 14 and that area of Special Area No. 2 that lies south of the Red Deer River



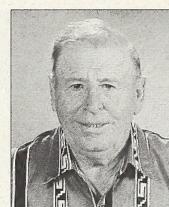
Janet Cordes
Rolling Hills, 964-2103
promotion committee



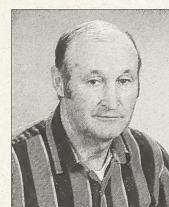
Arno Doerksen
Gem, 641-2498
producer liaison committee chairman



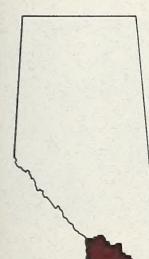
Larry Helland
Lomond, 792-2150
ACC vice-chairman



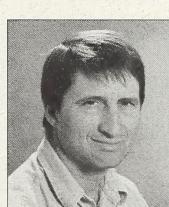
Lawrence Pfeifer
Medicine Hat, 893-2407
public affairs committee



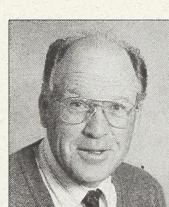
Simon Schonhofer
Jenner, 379-2272
provincial affairs committee



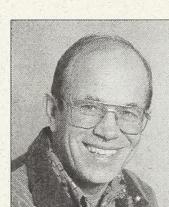
Charlie Ewing
Claresholm, 625-2157
provincial affairs committee



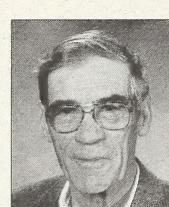
David Keeler
Raymond, 752-4304
technical committee



Ralph Salt
Cardston, 653-2215
producer liaison committee

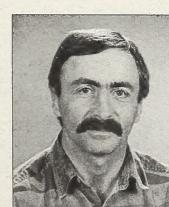


Herman Stroeve
Picture Butte, 738-4417
market development committee



Stan Wilson
Nanton, 646-3184
provincial affairs committee

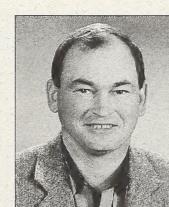
ZONE 2:
Counties 5, 26; M.D.s 6, 9 26; I.D.s 4, 5, 6 and the Municipality of Crowsnest Pass



Bob Christie
Stavely, 549-2141
producer liaison committee



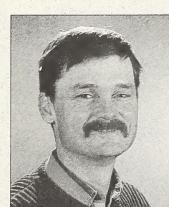
Keith Everts
Pincher Creek, 627-4983
public affairs committee



Kim Hanson
Cardston, 653-2487
promotion committee chairman



Larry Sears
Stavely, 549-2481
ACC past chairman



Byron Templeton
Coaldale, 345-3889
market development committee

ALBERTA CATTLE COMMISSION DELEGATES



Joe Bews
Longview, 558-2291
provincial affairs
committee



Larry Dayment
Longview, 558-3912
public affairs committee



**Charles
Groeneveld**
High River, 938-7843
promotion committee



Stuart Morison
Airdrie, 948-4343
market development
committee



Ben Thorlakson
Airdrie, 948-5434
ACC chairman

ZONE 3:
*Counties
16, 17;
M.D.s 8,
31, 44;
I.D.s 8, 9*



Robert Carr
Okotoks, 938-7674
public affairs committee



Barry Hilton
Strathmore, 934-3609
producer liaison
committee



Doug Jones
Sundre, 335-8979
technical committee



Hugh Kennedy
Turner Valley, 933-5159
promotion committee



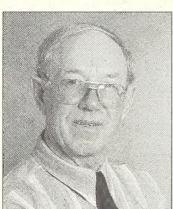
Jim Turner
Cochrane, 932-5278
provincial affairs
committee chairman



Ron Burgemeister
Hanna, 854-2298
market development
committee



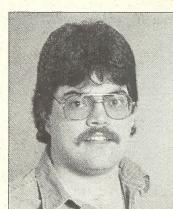
Judy Fenton
Irma, 754-2257
promotion committee



Arnold Guhle
Daysland, 374-2275
technical committee



Lorne Maull
Metiskow, 857-3779
provincial affairs
committee



Tim Smith
Coronation, 575-2246
technical committee

ZONE 4:
*Counties 18, 29;
M.D.s 34, 52,
61; Special
Areas 3, 4 and
that area of
Special Area 2
that lies north
of the Red Deer
River*



Tim Andrew
Youngstown, 779-2273
promotion committee



Darcy Lockhart
Youngstown, 779-2408
market development
committee



Stratton Peake
Finnegan, 566-2287
public affairs committee



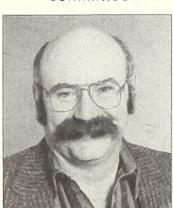
Pat Rutledge
Monitor, 577-2382
cattle industry committee
chairman



Leighton Sorenson
Killam, 385-2141
producer liaison
committee



Des Carney
Three Hills, 443-7369
national affairs committee



Don Curtice
Innisfail, 227-2511
technical committee



Margaret Jenson
Tees, 788-2474
promotion committee



Clyde Lynn
Rocky Mountain House,
729-2494
public affairs committee



Doug Price
Acme, 546-2507
market development
committee

ALBERTA CATTLE COMMISSION DELEGATES

ZONE 5:
Counties 6,
14, 23;
M.D.s 7, 47,
48, 99



Don Herzog
Delia, 364-2104
producer liaison
committee



Robert Kuziw
Donalda, 883-2579
promotion committee



Wilbur Stewart
Big Valley, 876-2784
provincial affairs
committee



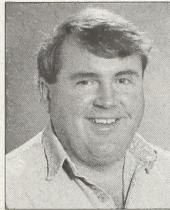
Dale Wilson
Rosedale, 823-4856
market development
committee chairman



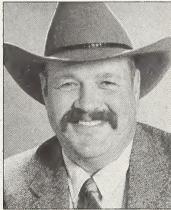
Greg Conn
Innisfail, 227-6692
public affairs committee



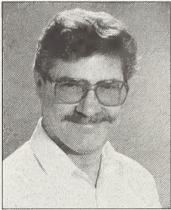
Randy Archibald
Rosalind, 375-2378
public affairs committee



Grant Bailey
Camrose, 672-6309
technical committee



Arnold Hanson
Viking, 336-2598
provincial affairs
committee



Marvin Molzan
Leduc, 986-2417
promotion committee



NO PHOTO
AVAILABLE

Mark Mowat
Gwynne, 352-9969
provincial affairs
committee

ZONE 6:
Counties 3,
9, 10, 20,
22, 25, 31;
M.D. 77; I.D.
13



Elwyn Grattidge
Camrose, 672-4564
producer liaison
committee



Elgar Grinde
Holden, 688-2123
technical committee



Don Mosicki
Warburg, 848-7778
market development
committee



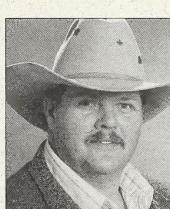
Dave Willows
Winfield, 682-2335
promotion committee



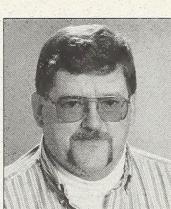
Walter Byers
Camrose, 672-4922
market development
committee



Mike Cook
Westlock, 954-2663
market development
committee



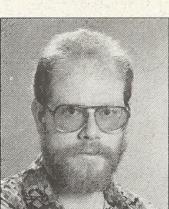
Joe Dobynski
Westlock, 954-2165
promotion committee



Dale Hilliard
Westlock, 349-3094
producer liaison
committee



Lyle Keyes
Carrot Creek, 795-2234
provincial affairs
committee



Murray Kerik
Flatbush, 681-2244
technical committee

ZONE 7:
Counties 7, 11, 12,
28; M.D.s 90, 92;
I.D.s 12, 14, 15,
and that area of
I.D. 17 that lies
east of range 9,
west of the 5th
meridian and south
of township 85



Andrew Kapicki
Gibbons, 942-4249
market development
committee



Jody Karlzen
Carrot Creek, 795-2398
promotion committee



Barbara Kwasney
Athabasca, 675-4632
public affairs committee



Fred van Ingen
Redwater, 942-2189
technical committee



Charlie Westra
Gibbons, 998-9083
provincial affairs
committee

ALBERTA CATTLE COMMISSION DELEGATES



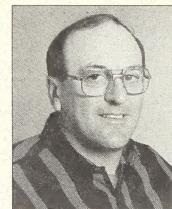
ZONE 8:
Counties
13, 19, 21,
24, 27, 30;
M.D. 87;
I.D.s 18, 24



Blake Cherry
Lloydminster, 875-6404
technical committee
chairman



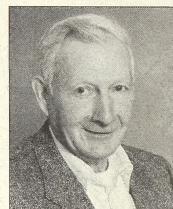
Bill Creech
Lloydminster, 875-8794
producer liaison
committee



Ray Murphy
Bonnyville, 826-5477
provincial affairs
committee



Karl Schneider
Mannville, 763-2447
ACC finance chairman



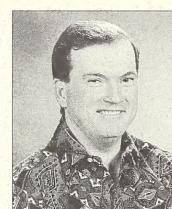
Richard Smith
Kitscoty, 846-2643
provincial affairs
committee



Don Good
Vermilion, 853-2220
producer liaison
committee



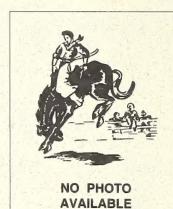
Lyndon Mansell
Innisfree, 592-2262
public affairs committee



Lloyd McLaughlin
Mannville, 763-2196
market development
committee



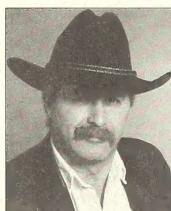
Frank Postill
Plamondon, 798-2431
technical committee



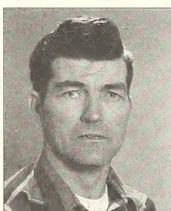
Don Seltz
Vermilion, 853-2484
public affairs committee



ZONE 9:
County 1; M.D.s
130, 133, 135, 136;
I.D.s 16, 19, 20, 21,
22, 23 and that
area of I.D. 17 that
lies west of range
8, west of the 5th
meridian and north
of township 84



Jim Feist
Cleardale, 685-3911
public affairs committee
chairman



Doug Gaboury
Sexsmith, 568-2212
provincial affairs
committee



Garry Gurtler
North Star, 836-2125
public affairs committee



Cec Jardine
Valleyview, 524-3507
provincial affairs
committee



Vic Patrick
Eaglesham, 359-2211
technical committee



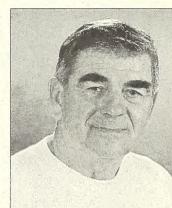
Bob Balisky
Debolt, 957-2247
promotion committee



Denis Beaulieu
Grimshaw, 332-2257
producer liaison
committee



John McNaught
Woking, 774-2248
technical committee



Mel Toews
Beaverlodge, 354-2787
producer liaison
committee



Philip Fazikos
Deadwood, 836-2299
market development
committee

The Alberta Cattle Commission elects directors to the Canadian Cattlemen's Association (CCA) responsible for national and international lobbying, and to the Beef Information Centre (BIC) responsible for national promotion.

CCA Directors:
David Andrews (zone one)
Judy Fenton (zone four)
Larry Helland (zone one)
Larry Sears (zone two)
Ben Thorlakson (zone three)
Jim Turner (zone three)
Fred van Ingen (zone seven)

BIC Directors:
Bob Balisky (zone nine)
Janet Cordes (zone one)
Judy Fenton (zone four)
Chuck Groeneveld (zone three)
Mabel Hamilton (zone five)
Kim Hanson (zone two)



U.S. beef leaders tour packing plants and feedlots

In an effort to answer the criticism of Alberta beef exports in the U.S. northwest, Canadian producers will host their American counterparts on a tour of Alberta packing plants and feedlots mid-January. The Alberta Cattle Commission, Canadian Cattlemen's Association, Cargill Foods and Lakeside Packers will meet with the president, foreign trade and inspection chairmen of the U.S. National Cattlemen's Association, and the elected leaders of the Montana, Colorado and Washington cattle producer organizations to discuss border inspection and marketing issues. The goal of the tour is to give our American trading partners a better understanding of the quality and safety of Alberta exports.

Environmental stewardship award

Bill and Carol Lee of the OOLA Ranch are the 1994/95 winners of the Alberta Cattle Commission (ACC) Environmental Stewardship Award (ESA).

The Lees were selected for their excellent stewardship of sensitive pasture and wooded areas on their ranch at Camp Creek northwest of Edmonton.

Sandy soil conditions make the ranch prone to erosion. However, by using a rotational grazing system, moderate stocking rates and multiple/mobile watering and seeding sites, the Lees are able to spread grazing pressure. These practices ensure a healthy plant cover capable of sustaining the operation for generations to come.

Setting aside over 300 acres of woodlands for wildlife habitat, and maintaining tree and brush patches in fields to aid in wildlife movement, is part of their management program.

The County of Barrhead recognized Bill and Carol's sustainable production practices in 1991 with their conservation award, and the Public Lands division of Alberta Agriculture will feature Bill in an upcoming video on range management.

The ESA was created to publicly recognize cattle producers who are doing an excellent job of protecting the environment from which they make their living. Representatives from conservation, agriculture, and government sectors formed the judging committee.

The ACC is now accepting nominations for the 1995/96 ESA. All cattle producers are encouraged to either enter or nominate another producer who qualifies. Deadline for nominations is June 1, 1995. The winner will be announced at the 1995 ACC annual general meeting in Edmonton December 5, 1995. Nomination forms are available from the ACC office at (403) 275-4400.

Producers out in big numbers to water meetings

Agricultural producers are turning out in large numbers to the public meetings on the proposed changes to Alberta's water management act.

The proposed changes could have a major impact on agriculture so it is very important that all farmers and ranchers find out what is in the new legislation and make their views known by attending the remaining meetings, and contacting their MLAs.

Nine meetings have been held throughout southern and central Alberta. Over 1,000 people attended the meetings many of whom were cattle producers. The remaining meetings are:

January 26, Hinton, Environmental Training Centre, 2:00 p.m.

January 31, High Level, Stardust Motor

Inn, 2:00 p.m.

- February 1, Grande Prairie**, Grande Prairie Inn, 2:00 p.m.
- February 2, Grimshaw**, Mile Zero Motor Inn, 2:00 p.m.
- February 10, Edmonton**, Convention Inn South, 2:00 p.m.
- February 11, Edmonton**, Convention Inn South, 9:00 a.m.

Cattle producers requiring more information about the meetings and the new act can get a copy of the discussion guide by calling Environmental Protection at 1-800-661-5586 and asking for the water management package.

The verbal and written submissions from the meetings will be used to refine the new legislation.



Ottawa announces whole farm stabilization program

Federal, provincial and territorial agriculture and food ministers recently reached consensus on a proposed farm income protection policy centred on three elements: crop insurance, a national whole farm income program, and specific companion programs.

If implemented, it will be contrary to the expressed wishes of the Canadian Cattlemen's Association (CCA) and Alberta Cattle Commission which are concerned with the U.S. reaction to any government program.

The proposed program would be built upon the existing Net Income Stabilization Account (NISA). A number of changes will be reviewed with industry to make the program as trade neutral and cost-effective as possible. Beginning with the 1995 tax year, the level of support provided will be equivalent to the following percentages of eligible net sales: one per cent provincial and two per

cent federal matched by three per cent producer funds.

Imported beef tariff rate quotas

Late last fall, the federal government finalized changes to existing agricultural import controls. Tariff rate quotas (TRQ) came as a welcomed alternative to the former Meat Import Act. Under the GATT agreement, Canada's new TRQ will be 76,409 tonnes, which is applicable to imports of fresh, chilled and frozen beef and veal from non-NAFTA countries. Any amount over 76,409 will be subject to a tariff rate of 31.1 per cent falling to 26.5 per cent over six years. The current tariff rate of 4.4 cents/kg (two cents/lb) will be eliminated.

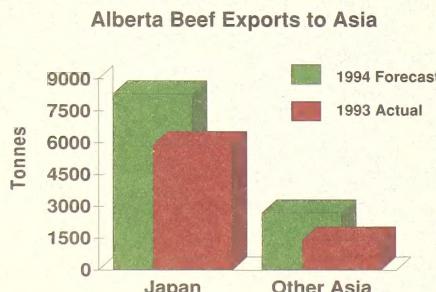
From March 1995 and on, importers will require import permits filled on a modified first come, first serve basis. Priority will be given to processors' applications.

Australia and New Zealand continue to be the two main exporters of beef to Canada. New Zealand has agreed to a limit of 27,600 tonnes. Australia has not accepted any set level. The CCA prefers that Australia operate under a similar system as New Zealand to prevent the two countries from trying to maximize shares of unallocated quota.

Feds start cost recovery measures

The federal government is beginning a cost recovery program in the area of animal health and inspection for many services now provided free of charge. The CCA was able to convince government officials to keep costs of health certificates and border inspection in line with what U.S. commercial producers pay equivalent animal health services

Market Watch by:



Source: Statistics Canada

CANFAX is a non profit market information service that offers its members detailed weekly and monthly market reports and a member-only hotline to get up to the minute information. For more information call Anne or Keith at 275-5110.

ACC Market Information Service

Slaughter Cattle Information	274-4340
Feeder Cattle Information	274-4345

MONTHLY AVERAGES FOR ALBERTA

prices in (\$/cwt)	Dec. average	Nov. average	change	Dec. 93 average	change
FED STEERS	88.36	87.69	+0.67	88.82	-0.4
FED HEIFERS	88.45	87.69	+0.76	88.72	-0.2
FEEDER STEERS					
300 - 400 lbs	133.36	132.63	+0.73	144.25	-10.8
400 - 500	127.64	127.13	+0.51	136.10	-8.4
500 - 600	116.64	117.02	-0.38	129.26	-12.6
600 - 700	108.75	108.39	+0.36	119.81	-11.0
700 - 800	103.73	103.18	+0.55	112.76	-9.0
800 - 900	98.07	97.38	+0.69	105.68	-7.6
900 +	93.45	92.72	+0.73	100.51	-7.0
FEEDER HEIFERS					
300 - 400 lbs	122.00	122.22	-0.22	131.56	-9.5
400 - 500	117.33	115.85	+1.48	127.14	-9.8
500 - 600	110.33	110.27	+0.06	121.50	-11.1
600 - 700	104.75	104.30	+0.45	115.11	-10.3
700 - 800	98.78	98.18	+0.60	106.95	-8.7
800 +	91.03	92.47	-1.44	99.99	-8.9

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The Alberta Cattle Commission 216, 6715 - 8th St. N.E. Calgary AB T2E 7H7 275-4400 Mail Registration Number 116432